



3623
PATENT
Attorney Docket No. 94-836

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I hereby certify that this Reply is being deposited with the United States Postal Service on this date, 9/9/03, with sufficient postage as first class mail/priority mail addressed to Mail Stop Non-Fee Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Mary E. Anza
(typed or printed name of person mailing paper)

Mary E. Anza
(Signature of person mailing paper)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Customer No.: 32127
)
James Howard DREW et al.) Group Art Unit: 3623
)
Application No.: 09/593,118) Examiner: Robinson Boyce, Akiba K
)
Filed: June 13, 2000)
)
For: A METHOD FOR EVALUATING)
CUSTOMER VALUE TO GUIDE)
LOYALTY AND RETENTION)
PROGRAMS)

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

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REPLY TO OFFICE ACTION

In reply to the Office Action mailed June 10, 2003, the period for response extending through September 10, 2003, Applicants request consideration of the following remarks: